

Photography Privacy Notice

Introduction

We are committed to safeguarding the privacy of our community and we recognise the importance of balancing the benefits of having photographic records of the wide variety of events that take place in the School environment, whilst protecting each individual pupil appropriately. Photography also plays an important role in helping families, particularly those with children in a full boarding environment, feel connected to daily life at the School. We aim to use images in a way that reflects this purpose while maintaining appropriate safeguards. We also recognise that we live in an age of increasing consumption of media and photography through a variety of channels.

Photography in schools is subject to the Data Protection Act 2018 regarding the rights of individuals to have information of a personal nature treated in an appropriate manner and the Human Rights Act 1998, protecting the privacy of individuals and families.

Scope and Definitions

‘Photography’ includes photographic prints, streaming media and transparencies, video, film and digital imaging, created using devices such as cameras, video cameras, phones, tablets and any other type of image capture device, whether digital or not, using technology now or in the future

‘The School’ refers to The Corporation of Oundle School (the “Corporation”), which covers Oundle School, Laxton Junior School, the Oundle Society and Oundle Enterprises.

‘Parents’ refers to parents, carers or guardians.

Purpose of the Privacy Notice

The purpose of this Privacy Notice is to provide information to pupils and parents about how images of pupils are used by the School. It also covers the School’s approach to the use of cameras and filming equipment at School events and on School premises by parents, pupils and visitors.

It exists alongside the School’s Terms and Conditions, the main Privacy Notice, and any additional information provided about specific uses of images, including signage relating to CCTV. Images of pupils in a safeguarding context are addressed within the School’s safeguarding policies.

Image Capture in the School Environment

Certain uses of images are necessary for the ordinary running of the School, while other uses are in the legitimate interests of the School and its community. The School relies on its legitimate interests as the lawful basis for most routine uses of pupil images, including internal communications and community updates.

Parents have the right to object to the use of their child's image in certain circumstances. Where an objection is raised, the School will consider it carefully and take reasonable steps to ensure that the pupil's image is not used in ways that fall outside essential operational requirements.

Use of Pupil Images for Identification and Security

All pupils are photographed upon joining the School and thereafter for internal identification purposes. These photographs identify the pupil by name, year group, House and unique internal reference. CCTV operates on School premises and may capture images of pupils. Images captured by CCTV are used in accordance with the School's Privacy Notice and CCTV policy.

Image Capture for Communication and Marketing purposes

We hope that parents will feel able to support the School in using pupil images to celebrate and promote the breadth of School life. If you have any objection to the School's use of your child's or your image in marketing and promotional material, please ensure the School is informed of your objection.

Our approach

We seek to ensure that all imagery reflects the values and ethos of Oundle and Laxton Junior School. Photographs of pupils help to convey the character, energy and breadth of School life. We are committed to using images responsibly and with care. Images are primarily taken by School staff, including the School Photographer, and occasionally by professional photographers or by pupils themselves. All are expected to follow clear guidelines on when and how images are taken, stored and used. The School Photographer coordinates a team of Pupil Photographers, all of whom work to a set of strict guidelines when covering School events.

Increasingly, images may also be shared through School-managed digital platforms, including House and departmental accounts. These are operated in line with School guidance and are intended to provide a reassuring and appropriate window into School life.

Where possible, the purpose of photography and the likely use of images is communicated at the time they are taken.

Unless a parent or pupil has objected, the School may use images to keep the community informed and for promotional purposes, including:

- Internal displays within School premise
- Communications with parents, pupils, staff, Governors and alumni, including email, publications and the parent portal
- School websites and official social media channels such as YouTube, Instagram, X, Facebook, LinkedIn and Vimeo
- Admissions and marketing materials, including press and external advertising

Images will normally be used with first names only. Full names will only be used where appropriate and with permission.

Use of Pupil Images in the Media

Where practicable, the School will notify parents in advance if media will attend an event. It will take reasonable steps to ensure that pupils whose parents have objected are not photographed or filmed for media purposes.

Where names are requested by the media, these will only be provided where parents have been informed and consent has been given.

Security of Pupil Images

Professional photographers and media visitors are supervised at all times on School premises. The School uses reputable providers and takes steps to ensure images are handled securely and in accordance with its instructions.

Images held by the School are stored securely and protected from misuse or loss. Staff receive guidance on the responsible use of images and are expected to follow School policy and legal requirements.

The School recognises that once images are shared online, even within controlled environments, they may be copied or reshared beyond their original context. This risk is considered when selecting and publishing images.

Use of Cameras and Filming Equipment (including mobile phones) by Parents and Visitors

As a general rule, parents and visitors are not permitted to take photographs of pupils on School premises, particularly when visiting or touring the School. As per the EYFS and Safeguarding policies, photography is not permitted in the EYFS, except when using a School device.

However, we recognise that parents may wish to take photographs of their own children at events. This is permitted, subject to the following:

- When an event is held indoors, such as a play or a concert, parents should be mindful of the need to use their cameras and filming devices with consideration and courtesy for cast members or performers on stage and the comfort of others. Flash photography can disturb others in the audience, or even cause distress for those with medical conditions; it should therefore not be used at indoor events. Parents are asked to respect any specific guidelines in place for individual events;
- Parents are asked not to take photographs of other pupils, except incidentally as part of a group shot, without the prior agreement of that pupil's parents;
- Parents are reminded that such images are for personal use only. Images which may, expressly or not, identify other pupils should not be made accessible to others via the internet or published in any other way. They should not be shared publicly on social media;
- Parents are reminded that copyright issues may prevent the School from permitting the filming or recording of some plays and concerts. The School will always print a reminder in the programme of events where issues of copyright apply;
- Parents may not film or take photographs in changing rooms or backstage during School productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.

Parents are asked to be mindful that even within private or closed social media groups, images can be easily shared more widely. Images should be treated as personal and not redistributed beyond immediate family.

The School reserves the right to withdraw permission where these expectations are not met.

Where events are recorded or live streamed by the School, parents will be informed in advance where possible.

Oundle School Sports Centre staff request that an objection form must be completed by any parent wishing to photograph at the pool, for swimming galas and events for example. Forms are available from the staff at the Sports Centre.

Use of Cameras and Filming Equipment by Pupils

We recognise that photography and filming form part of everyday life for pupils. We therefore place emphasis on education and responsibility.

Pupils are expected to respect one another's privacy and to seek consent before sharing images of others, particularly on social media.

The use of cameras or filming equipment is not permitted in toilets, washing or changing areas, or in any context where it may cause embarrassment or distress.

Misuse of images or equipment is taken seriously and may result in disciplinary action or be addressed under safeguarding procedures.

Reviewer	HVM
Post of Reviewer	Head of Marketing
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